

An apparatus for providing a custom profile in a wireless device, and a method of modifying an audio profile in a wireless device, are disclosed. The apparatus includes a memory into which at least one criterion is entered by the user, a receiver that receives an audio signal, a comparator that receives the audio signal from the receiver, and that receives at least a first of the least one criterion from the memory, and that compares the audio signal to the first criterion, and an adjustor that adjusts the audio signal based on the result from the comparator. The method includes the steps of entering, by a user of the wireless device, of a first criterion, comparing an audio signal received by the wireless device to the first criterion, adjusting the audio signal based on the output of the comparing step, and playing the adjusted audio signal to the user, or broadcasting the adjusted audio signal to a remote caller.